Claims

[c1]   1. A method to apply different treatments, comprising:
defining at least one treatment;
selecting at least one channel; and
applying the at least one treatment to the at least one
selected channel.

[c2]   2. The method of claim 1, wherein defining the at least
one treatment comprises defining one of a content treat-
ment and an auxiliary content treatment.

[c3]   3. The method of claim 2, wherein applying the auxiliary
content treatment comprises applying a predetermined
treatment in response to a conditional logic statement.

[c4]   4. The method of claim 2, further comprising applying
the at least one content treatment or the auxiliary con-
tent treatment according to a conditional logic statement
in response to the treatment being flagged as a rule set.

[c5]   5. The method of claim 1, further comprising applying
the at least one treatment to a control point associated
with each selected channel.

[c6]   6. The method of claim 1, wherein applying the at least

one treatment to the at least one selected channel comprises at least one of applying at least one chosen treatment to a web site, applying at least one chosen treatment to e-mail, applying at least one chosen treatment to an automatic teller (ATM) screen, applying at least one chosen treatment to an on-hold telephone message, applying at least one chosen treatment to direct mailing, applying at least one chosen treatment to outbound telemarketing and applying at least one chosen treatment to marketing a product or service.

[c7]   7. The method of claim 1, further comprising selecting at least one test cell including at least one control point and at least one treatment associated with each control point.

[c8]   8. The method of claim 7, further comprising defining a plurality of test groups each comprising a plurality of test cells.

[c9]   9. The method of claim 8, further comprising defining at least one matrix, each matrix including selected test groups of the plurality of test groups.

[c10]   10. The method of claim 9, further comprising defining a transition to a new matrix.

[c11]   11. The method of claim 9, wherein defining the transi-

tion to a new matrix comprises:

selecting a percentage of each test group in a previous matrix to be associated with each test group in the new matrix; and

selecting a mapping path for each test group in the previous matrix.

[c12] 12. The method of claim 10, further comprising validating the new matrix.

[c13] 13. The method of claim 12, further comprising updating the output files for each channel according to the new matrix.

[c14] 14. The method of claim 13, further comprising altering the channels in response to the new treatments associated with the new matrix.

[c15] 15. The method of claim 1, wherein evaluating results comprises:

accessing historical data related to treatments applied to different customers and segments of customers stored in a data source;

evaluating a margin of success or failure of each treatment applied to different segments and customers via different channels; and

adjusting practices or operations based on results of the

evaluation.

[c16]   16. The method of claim 1, further comprising testing an effect of the application of the at least one treatment to the at least one selected channel.

[c17]   17. A method to apply different treatments, comprising:
accessing historical data related to treatments from a data source;
evaluating a margin of success or failure of each treatments applied to different segments via different channels; and
adjusting practices or operations based on results of the evaluation.

[c18]   18. The method of claim 16, further comprising applying at least one treatment to at least one selected channel.

[c19]   19. The method of claim 17, wherein applying the at least one treatment to the at least one selected channel comprises at least one of applying at least one chosen treatment to a web site, applying at least one chosen treatment to e-mail, applying at least one chosen treatment to an automatic teller (ATM) screen, applying at least one chosen treatment to a telephone answering menu system and applying at least one chosen treatment to direct mailing.

[c20]   20. The method of claim 17, wherein applying the at least one treatment comprises applying the at least one treatment to a control point associated with each selected channel.

[c21]   21. The method of claim 16, further comprising selecting at least one test cell including at least one control point and at least one treatment associated with each control point.

[c22]   22. The method of claim 19, further comprising defining a plurality of test groups each comprising a plurality of test cells.

[c23]   23. The method of claim 21, further comprising defining at least one matrix, each matrix including selected test groups of the plurality of test groups.

[c24]   24. A system to apply different treatments, comprising: a server; and a test control system operating on the server to apply each treatment selected from a plurality of treatments to a chosen channel.

[c25]   25. The system of claim 23, further comprising a data source to store the plurality of treatments.

[c26]   26. The system of claim 23, further comprising a data

source to store historical data related to the selected treatments applied to each chosen channel.

[c27] 27. The system of claim 23, wherein each treatment comprises one of a content treatment and an auxiliary content treatment.

[c28] 28. The system of claim 26, wherein the auxiliary content treatment comprises a predetermined treatment applicable to the chosen channel in response to a conditional logic statement.

[c29] 29. The system of claim 23, wherein a treatment flagged as a rule set is applicable to the chosen channel in response to a conditional statement associated with the rule set.

[c30] 30. The system of claim 23, wherein the chosen channel comprises at least one of a web site, e-mail, automatic teller (ATM), on-hold message system, electronic kiosk, outbound telemarketing system direct mailing, marketing a product or service.

[c31] 31. The system of claim 23, further comprising at least one test cell defining at least one control point associated with each chosen channel and at least one treatment associated with each control point.

[c32]   32. The system of claim 30, wherein the test control system comprises a data structure to present a treatment graphical user interface (GUI) to a user via a browser to create and edit selected treatments and to select control points associated with each treatment.

[c33]   33. The system of claim 30, wherein the test control system comprises a data structure to present a control point GUI to a user via a browser to create and edit control points.

[c34]   34. The system of claim 30, wherein the test control system comprises a data structure to present a test cell GUI to a user via a browser to create test cells and select treatments to be associated with each test cell.

[c35]   35. The system of claim 30, further comprising at least one test group including selected ones of a plurality of test cells.

[c36]   36. The system of claim 31, wherein the test control system comprises a data structure to present a test groups GUI to a user via a browser to define and edit each test group.

[c37]   37. The system of claim 34, further comprising at least one test matrix including selected ones of a plurality of test groups.

[c38] 38. The system of claim 36, wherein the test control system comprises a data structure to present a test matrix GUI to a user via a browser to create and edit the test matrices.

[c39] 39. The system of claim 37, wherein the test control system comprises a data structure to present a test groups selection GUI to the user via a browser to select test groups to be associated with each test matrix.

[c40] 40. The system of claim 37, wherein the test control system comprises a data structure to present a test matrix transition GUI to a user via a browser to select percentages of each test group of a prior test matrix to be transferred to each test group of a new test matrix and to select a mapping path for each test group and a channel to be associated with each test group.

[c41] 41. The system of claim 23, further comprising a control point to apply each treatment to the chosen ones of the plurality of channels.

[c42] 42. The system of claim 23, further comprising a data structure to generate a report of all customers changing segments.

[c43] 43. A computer-readable medium having computer-

executable instructions for performing a method, comprising:

defining at least one treatment;

selecting at least one channel; and

applying the at least one treatment to the at least one selected channel.

[c44] 44. The computer-readable medium having computer-executable instructions for performing the method of claim 42, further comprising applying the at least one treatment to a control point associated with each selected channel.

[c45] 45. The computer-readable medium having computer-executable instructions for performing the method of claim 42, wherein applying the at least one treatment to the at least one selected channel comprises at least one of applying at least one chosen treatment to a web site, applying at least one chosen treatment to e-mail, applying at least one chosen treatment to an automatic teller (ATM) screen, applying at least one chosen treatment to an on-hold telephone message, applying at least one chosen treatment to direct mailing, applying at least one chosen treatment to outbound telemarketing and applying at least one chosen treatment to marketing a product or service.

[c46] 46. The computer-readable medium having computer-executable instructions for performing the method of claim 42, further comprising selecting at least one test cell including at least one control point and at least one treatment associated with each control point.

[c47] 47. The computer-readable medium having computer-executable instructions for performing the method of claim 42, further comprising defining at least one matrix, each matrix including selected test groups of a plurality of test groups.

[c48] 48. The computer-readable medium having computer-executable instructions for performing the method of claim 42, further comprising defining a transition to a new matrix including:

selecting a percentage of each test group in a previous matrix to be associated with each test group in the new matrix; and

selecting a mapping path for each test group in the previous matrix.

[c49] 49. A method of making a system to apply different treatments, comprising:

providing a server; and

providing a test control system operating on the server to apply each treatment selected from a plurality of

treatments to a chosen channel.

[c50] 50. The method of claim 48, wherein providing the test control system comprises providing a data structure to present a control point GUI to a user via a browser to create and edit control points.

[c51] 51. The method of claim 48, wherein providing the test control system comprises providing a data structure to form treatments to be applied to chosen channels.

[c52] 52. The method of claim 48, wherein providing the test control system comprises providing a data structure to form a matrix to apply treatments to chosen channels.